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# INFORMATION CALENDAR

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UNITED STATES DEPARTMENT OF AGRICULTURE

August 31, 1943

No. 17

LOST: over a billion pounds of fighting food in 1943! Enough milk to produce 125,000,000 lbs. of cheese or one eighth of the 1942 production total! This billion pounds of MIGHTY MILK is badly needed in the battle for freedom.

THIS MIGHT BE LITERALLY TRUE! BAE's report, "The Dairy Situation for July," indicates that milk production for the nation might drop over a billion pounds this year under the 1942 figure. The reasons assigned: scarcity of feed and the fact that demand has kept the price for dairy products at ceiling levels so that we will not have the usual fall and winter price increase to encourage milk production.

There is no cure-all for the feed shortage...BUT we can do much to help stretch the supplies at hand by producing supplemental feeds and by proper pasture management. To spark the educational drive to produce more feed and to conserve supplies, the Food Information Series has carried several background statements to be adapted for press and radio.

## IN YOUR FILES

Fill the Silo  
Secretary Wickard's Speech  
Hayseed Harvest and Conservation  
Stretch the Pasture

Food Info Series No. 31  
Food Info Series No. 33  
Food Info Series No. 39  
Food Info Series No. 40

## ON THE WAY

Following the Harvest.--Food Info Series background piece No. 46 soon in the field points out that the July Crop Report shows that an estimated harvest of 140 million acres of corn, soybeans, peanuts, potatoes, flax, grain sorghums and hemp can be expected. Most of this acreage could be replanted with fall and winter cover crops to provide supplemental pastures. The crops must be planted early enough to provide adequate growth for fall grazing.

## FOLLOW THROUGH

To follow through on the 8 Point Dairy Program some of the Land Grant Colleges have been conducting two day short courses on the HOW of increasing milk production. These sessions have been highly successful--attended by Extension dairymen...and field men from the dairy industry. To date they have been held at Penn State College, Connecticut Agricultural College, Cornell, Ohio State, Wisconsin, Tennessee and Missouri Universities. The 8 Point program is the bible for the dairy production job. See Extension release 596-43 for background facts and program pointers.



To Be Aired---The Farm and Home features for the week; Monday, August 2, "The National Food Situation" and "Brining Vegetables"; Tuesday, August 3, "Drying Sweet Corn" and "Poultry Conservation: Culling"; Wednesday, August 4, Secretary Wickard; Thursday, August 5, "Pencillin"; Friday, August 6, Number five in the series "The Future for Which We Fight": "Education As an Aid to Freedom from Want"; Saturday, August 7, 4-H Club Program from Chicago--"4-H Dairy Production," "Gardening", "Saving the Wild Blackberry Crop".

"You Can For Victory" - subject of Consumer's Time broadcast Saturday, August 7, 12:00 - 12:30, EWT, over NBC. The second in the Consumer Time summer nutrition series on the Basic 7. Will describe the best methods for canning tomatoes. Miss Marie Mount, the guest speaker, is Chairman of the Maryland State Nutrition Committee and Director of the College of Home Economics of the University of Maryland. Miss Mount will discuss the canning of wartime fruits and vegetables with emphasis on group 2 of the Basic 7 and the nutritional value of citrus fruits, raw cabbage and salad greens.

Facts---on the Food Fights for Freedom Campaign. The program handbook has been sent to GPO and will be available for field distribution about the middle of August. The "BIG PUSH" is scheduled for the month of November which will give info workers plenty of time to prepare for an intensive program.

----PUBLICATIONS PREVUE----

BPI's new pamphlet, "Legume Seed Production in the North" is off the press and notification copies have been sent to AAA and SCS. Place orders for these through your agency office at Washington.

Crop Corp Mobilization Material. Extension service has just released a new flyer for farmers.."Do You Need Additional Farm Help?"...AWI series No. 53.

World Food Facts. An illustrated background statement of the fundamental agreements arrived at during the United Nations Conference on Food and Agriculture has been distributed through the Food Information Calendar List.

Inducing Inductees to help in the fight for food during their furlough is a project undertaken by the Iowa Extension Service. A special colored flyer has been printed for distribution to future army men at the induction centers urging them to spend their three weeks inactive status on the food front detasseling hybrid corn.

Willing Women Workers Wanted: Extension Service has just released a recruiting folder..."Women's Land Army Needs Workers" AWI series No. 50. The publication can be procured from your state extension service or county agent.

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More Storage for Spuds---WFA recently completed arrangements to provide more storage for handling the 1943 crop of late Irish potatoes. At WFA's request, WPB approved the allocation of materials to building storage--both farm and commercial--for 15 million bushels of potatoes. Building plans must conform to specifications regarding the use of critical materials. State and County War Boards, who will handle the program, have full information --given in War Board Memorandum SD, Production 50X and USDA press release No. 189-44.



### CAMPAIGNING FOR HIGH GRADE COTTON

The army rates cotton as a war weapon, makes 11,000 different fighting items from it. A large chunk of these items, including such dramatic ones as parachute lines, jungle boots, insect nets and hammocks, and uniforms of all kinds including ski-troopers, are made of high grade cotton.

There's the rub. We have huge stocks of low grade cotton, but production of Strict Middling and better has dropped from 37.7% of the total in 1928-32 to 8.5% last year. The army shows signs of dismay, and has been conducting an intensive campaign to improve cotton grades.

WEA Administrator Jones is calling on all cotton growers, ginnerers, farm organizations, cotton organizations, and USDA folks to drive home the following 4 points for patriotic cotton picking. . .

1. PICK ONLY WHEN DRY
2. KEEP TRASH OUT
3. PICK BEFORE WEATHER DAMAGE
4. DON'T MIX GOOD COTTON WITH BAD

Posters, cards to nail on wagons, leaflets to hand producers will hit all gins about the middle of August--some direct and some via southern county agents.

Removing Restrictions: Note the new interpretation placed on Congressional restrictions on AAA information as contained in wire dated July 28. This administrative determination is based on the intent of the law-makers as shown by conferences with the members of Congress who drafted the law. This supersedes the previous orders and allows committeemen to give full information to not only individual farmers but to farm and other groups as to provisions of the farm program. Propaganda activities are taboo and the prohibition against employing informational personnel on regional, state and county levels still stands.

-----Home Front Hints-----  
The transmittal memos prepared by the agencies which accompanied the Home Front Pledge Campaign handbooks stated that OPA District offices would contact the State Extension Services, FSA Regional info workers, FDA State and Regional Nutrition Chairmen, and the Chairmen of the State War Boards ----but why not help speed up the process and take the initiative in contracting OPA? The sooner the agencies get their staffs on local and county levels working with the OPA District information workers and the community service members of the local War Price and Ration Boards -- the better will be the ultimate results. Next issue of "USDA" will contain a list of OPA District offices.

Extension Editors and county agents who have the responsibility for educating farm families on rationing and price control can help the good work along by explaining the use of War Ration Book III, as in OPA press release-2832. Extension people should continue to push the drive to prevent the farmer from creating a black market by giving his ration stamps to others. When someone gets the spare stamps he gets more than his share of America's food--which means he gets another's share. URGE FARMERS TO SHARE AND PLAY SQUARE.



Flood Restoration Funds. Secretary Wickard announced the flood restoration program and delegated the administrative responsibility for the program to FSA in Ag. press release 637 issued July 26. Two types of loans will be available to affected farmers in Arkansas, Indiana, Illinois, Kansas, Michigan, Minnesota, Mississippi, Missouri, Oklahoma, Ohio, Wisconsin and Texas. One type for restoration of damaged real estate, the other type to finance production where crops and equipment were destroyed.

Lime in lieu of conservation cash. Setting the pattern for the conservation program to attain immediate production in '44, the War Food Administration announced that lime will be made available in the Northeast region instead of cash payments under the Triple-A program. The amount of fertilizer available to the individual farmer will be determined under an allocation plan designed to distribute the lime where it will do the most good. Press release Ag-648.

WORKERS MUST EAT.--There's been a big upswing in "in-plant feeding facilities". More hot soup and coffee, more full meals in more busy factories, and Nutrition Committees everywhere are to be congratulated for their share in the improvement. Good mid-shift meals keep production high, send Axis spirits lower.

Many plants have been wholly or partially equipped with idle food preparation equipment rounded up in nearby churches, schools, halls, etc. At least one plant uses the kitchen of a nearby school to feed the night shift. Such ingenuity is heartening to nutritionists and other folks who want to win the war. Press release OWI-2252 of August 2 tells about it.

THE NATIONAL FOOD SITUATION---for July will be released on Monday August 2. Has the answer for calamity howlers. BAE estimates that we WILL BEAT the record '42 total food production by 4% and that we will exceed the 1935-39 average by 31%. The Bureau of Human Nutrition and Home Economics predicts that we will have higher per capita quantities of protein and the minerals and vitamins available to civilians than during the 1935-39 period. Prepare local press and radio adaptations based on the report....it's a good morale booster.

Food Order Education: FDA is beginning a many-sided big campaign to get the trade, industry, and public fully aware of the importance of the food orders and willing to comply "voluntarily" with all the many provisions of the orders.

1943-44 School Lunch Program: An over-all national story on the school lunch program during the year 1943-44 will be released early next week, and will be followed by a drive to get local organizations, such as school boards, child care centers, Parent-Teacher Associations, and others, as sponsors. The buying of food under the revised program will be done locally by the sponsors who will be reimbursed by FDA up to specified amounts for the cost of the foods served. Equipment, labor, and supervision cost must be furnished by the sponsor.